

LEO BURNETT COMPANY, Inc.

Ad No. 2815—Stone Roger—Reg. No. 88772—Page 6 (c) Blank—8½ x 11½ in.—Woman's Day, 1972 (A)  
Printed in U.S.A.



**Marlboro Lights**  
The spirit of Marlboro  
in a low tar cigarette.

Marlboro Lights: 13 mg. "tar",  
1.1 mg. nicotine av. per cigarette. FTC report Apr. '72.

Warning: The Surgeon General Has Determined That  
Cigarette Smoking Is Dangerous To Your Health.

Marlboro Lights  
LOWENED TAR & NICOTINE  
FILTER CIGARETTES

2061192792